

# A Step-by-Step Guide to Maximizing Sales This Valentine's Day.

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**Valentine's Day will be here before you know it, on Wednesday, February 14th.**

The month prior represents a huge opportunity to capture extra impressions, conversions, and sales. Start marketing early to win the season from first search to the ultimate moment of purchase. *Here's how to do it.*



**Jan. 24**

Three Weeks Out

With Criteo Dynamic Retargeting, ensure your CPCs are competitive to take advantage of growing shopper interest and anticipation, and drive traffic to your website to build cookie pools.

Source: Criteo, based on historical data from 2017.



**Jan. 31**

Two Weeks Out

Things are heating up. Keep CPCs high as more Valentine's Day shoppers become more active. Plan to run with budgets uncapped on crucial days close to the holiday so that you take advantage of the dramatic spikes in purchasing.



**Feb. 7**

One Week Out

Sales and conversion rates are increasing, and the competition is fierce. Drive consideration with Criteo Sponsored Products on search results and cart pages, and maintain high CPCs to win more shoppers' hearts and dollars.



**Feb. 10-13**

Days leading up to Valentine's Day

Mobile shopping is on the rise, so be sure your strategy is optimized to take advantage of on-the-go buys. Gifts like flowers and chocolates are often a spontaneous and more last-minute decision.



**Feb. 14**

Make it a great Valentine's Day

Actively managing your CPCs throughout the month before will help you capture last-minute mobile shoppers and maximize holiday sales. To learn more, contact your Criteo Account Strategist.